

MCGILL DAILY

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Daily photo by Harold Rosenberg

A DRAMATIC ACADEMIC RITUAL UNFOLDED yesterday when Founder's Day was chosen to ring in Principal Bell's tenure. On the far left is Stuart Finlayson, Mayor of Hampstead and Chairman of the board of governors. To his left is Roland Michener and Chancellor D. O. Hebb, who can be perceived slipping a document into his pocket. Principal Robert Bell is on the extreme right.

Bell becomes Principal Claims McGill stable

by Philip Grodinsky

Robert E. Bell officially became Principal of McGill University during convocation ceremonies yesterday marking Founder's Day.

Roland Michener, the Governor-General of Canada, entrusted the new Principal with the Charter and Seal of the University.

Beginning his address on a light note, Dr. Bell remarked that it was the first time he had ever been instated as the Principal of a university.

He expressed the hope that former Principal Roche Robertson's theory that "installation addresses are not likely to be very good" would not be borne out.

Discussing growth and stability as it affects the University in

the immediate past and the immediate future, Dr. Bell noted, "we have experienced a period of great growth in size while being relatively stable in nature."

"Now, it seems to me, we are about to enter a period of relative stability in size but a period of growth in other ways."

Among changes Dr. Bell thinks are coming "or at least coming up for serious debate", is a greater sense of freedom among young people about whether or not they should go to university in the first place.

Although he denied that there are too many people in universities, Dr. Bell said that educators need to develop good alternatives to university attendance. "The CEGEP program is a positive step in the right direction," he commented.

Pointing out that institutions which are supposed to concern themselves with the whole range of human experience are restricted to such a narrow age group, Dr. Bell encouraged that some students go out into the world and return at later times for studies important to them and society.

The third area for change, according to Dr. Bell, is the form-and-content structure of McGill degree programs. "Why should we package them all up in the

same form with a bachelor's degree after a fixed number of years?" he asked. Dr. Bell instead advocated increasing the number and variety of degrees, diplomas and certificates, and called for greater flexibility in the awarding of degrees.

The last change mentioned by Dr. Bell is the breaking-down of disciplinary 'barriers' and the installation of multi-disciplinary programs such as environmental studies or medicine which overlap into other fields.

The convocation address was given by A. Davidson Dunton, who received the Honorary Degree of Doctor of Laws. Dunton, former chairman of the Board of Governors of the Canadian Broadcasting Commission and present President of Carleton University, is best known for his work as co-chairman of the Bilingualism and Biculturalism Commission.

"The balance in the past has been tipped in favour of the English-speaking side," Dunton declared. "The secret of good relations is that the majority group be extra-generous toward the minority."

According to Dunton this idea of the magnanimous majority has had much to do with the success of the Swiss federation.

Aileen Ross, a well-known McGill sociologist whose researches led to the foundation of the Shastri-Canadian Institute, became Canada's first Emeritus Professor of Sociology at the ceremony.

Receiving the Honorary degree of Doctor of Letters was Kenneth Neil Cameron. Founder of The McGilliad, and former features editor of the McGill Daily, and the McGill News. Dr. Cameron is the world authority today on Shelley and his circle, as well as a recognized critic of Romantic poetry generally.

Dr. Burrhus F. Skinner also received the honorary degree of Doctor of Science for his outstanding accomplishments. Author of *Walden Two*, a work exploring the possibility of improving the quality of human society, Dr. Skinner is a leading researcher in the field of psychology.

**Need a little change?—
need a little excitement? Come on down to the basement of the union and join the Daily staff. On any given night we promise riots, perverse assignments, conspiracies and, as an extra added bonus, a little "journalism".**

Economics students to decide on representation issue today

Economics students will meet today to decide measures should be taken to obtain student representation on the department's hiring and firing and curriculum committees and full departmental meeting.

Students will also consider the formal formation of an Economics Students Union. Until now an ad-hoc committee composed of graduate and undergraduates has had no success in putting through their proposals on student representation.

At a meeting of the department's steering committee yesterday, four student proposals were rejected. Students had no vote at the meeting.

The student proposals called for five students to be given parliamentary privileges at this Friday's departmental meeting, except the right to vote. Students also insisted that a mutual solution had to be reached before the adjournment of the meeting.

There will be a meeting of all Economics students at 1 pm today in Leacock 219 to consider action on student representation in the department.

The steering committee replaced the student recommendations with an agenda for Friday allowing the discussion of faculty and student positions on the representation issue.

The committee also submitted a motion to be voted on after debate: "that at Departmental meetings

dealing with proposals about student participation five students chosen by the Economics Student Union be extended full parliamentary privileges with the exception of voting".

The agenda and motion were informally agreed upon by the steering committee and four students from the ad-hoc group. There was no vote taken, however.

At a meeting of the entire ad-hoc committee last night, the steering committee proposals were rejected.

Students on the ad-hoc committee criticized the decisions of the steering committee, charging

that rules of procedure and constitutional regulations had been used by faculty to mystify the issue of student representation.

Students said that the steering committee's preoccupation with procedure had shown the faculty's inability to seriously consider student demands.

The ad-hoc committee will ask students at today's meeting to reject the present agenda and motion in favour of a demand for parity on department committees. The students will also be urged to choose five negotiators for Friday's departmental meeting.

Bill 8 called state medicine

by Mike Prupas

Dr. Crawford Lindsay, treasurer of the Federation of Medical Specialists of Quebec, last night strongly attacked the attitude of the Bourassa government towards the medicare issue.

Speaking to a quiet crowd of approximately 50 persons in the Leacock Building, Dr. Lindsay stated that Bill 8 was not merely a health insurance scheme, but an attempt to bring "state medicine" to Quebec.

Dr. Lindsay accused the government of breach of faith because Quebec announced in May that all points concerning doctors would be negotiated with them. Last July however, they passed a bill which left only remuneration on the negotiable list.

"The result," said Dr. Lindsay, "is that doctors are being forced into government service against their will."

"What other industry in Canada has only one employer?" he asked.

Arguing in favor of an opt-out clause remunerating non-participating doctors, Dr. Lindsay stated that the clause would serve as a safety valve for doctors who felt that the government was not paying them what they were worth.

"This system won't create two

grades of medicine," he stated, "but it will allow those who need extra care to get what they need."

Since the government Medicare bill was tantamount to socialism, in his view, Dr. Lindsay felt it necessary to point out the advantages of the free-enterprise system to his audience.

"Doctors now work an average of 53 hours per week under the present system," he claimed. If they were to become civil servants, they would expect to work a 40-hour week and have their coffee breaks three times a day just like everybody else."

According to the medical specialists, the second important problem is that of who is to control the administration of the scheme. Dr. Lindsay recommended that the College of Physicians and Surgeons regulate the operation of the scheme and not the Health Board envisioned by Bill 8. Forty

percent of the Board's doctors would be government-appointed.

"The College is a body which represents on a regional basis all those who have any knowledge in this field," Dr. Lindsay said. "Why, I even think that it would be a good idea to have some representatives of the community on the College."

When asked how the College of Physicians and Surgeons would guarantee equal health care for all people in the society, Dr. Lindsay answered that there were no easy answers.

"One thing, however, which would be unacceptable to any professional group, is any kind of planning and development scheme which would have one man at the top," he pointed out.

The issues of opting out and control over medicine are apparently linked in the minds of

(Continued on page 8)

Today

'CHINESE STUDENTS' SOCIETY: Soccer practice. All welcome. Bring own gear. Lower campus, 4:30 p.m.

ITALIAN SOCIETY: Guest speaker, "Mussolini". All new members are welcomed. Union 327. 1 pm.

POLITICAL SCIENCE ASSOCIATION: Change of r.m. Now

MEN'S JUDO: Last practice before activities night. East Wing Currie Gym. 5:30 pm.

DUPLICATE BRIDGE CLUB:
First game. Union Coffee Lounge,
7:30 pm.

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FRAP proposal**Metro fares would vanish**

Those turnstiles in the Metro stations may one day disappear forever, if le Front d'Action Politique has its way and abolishes all fares on mass transport in Montreal.

According to the FRAP program, as set forth in "Les Salariés du Pouvoir!" technical studies show the possibility of establishing such a system. Businesses, office and stores, which profit from the existing transit network, would pay instead of the individual user. Parking lots could be municipalized, and a special tax on enterprises, progressive on revenue, could be levied.

In the past 20 years bus fares have increased 500 percent. Of this increase, 66 percent has come in the past two years. The year after, the last fare increase showed a drop of 8 percent in users of buses and the metro.

Until the complete abolition of fares can be realized, FRAP advocates a freeze on the existing rate, and a reduction for the aged, for students at all levels, for welfare recipients, for the unemployed and for invalids.

According to FRAP the reorganization of the Montreal taxi industry is a necessity. At present, taxi drivers have no social security, work an average of 75 hours per week at \$0.93 per hour. The average MTC driver earns \$3.45 per hour.

There are also too many taxis in Montreal, one for every 341 inhabitants as compared to one for every 1000 in Chicago or Toronto. FRAP advocates the establishment of a Taxi Board for Montreal, with decision-making power resting with drivers, one-cab owners, and citizen representatives. The disappearance of taxi fleets and their replacement by drivers holding single permits is envisaged.

Under the new system there would be one telephone central for all taxis in Montreal, and all existing monopolies on stands, hotels and airports would be abolished.

FRAP would apply municipal regulation 2745 rigorously. The regulation states that all taxi drivers must speak French in order to obtain permits.

Circulation of heavy vehicles in Montreal would be carefully regulated.

The existing facilities for leisure and culture are overly centralized in the downtown area, away from the quarters in which many of the citizens of Montreal live. This abuse is especially evident in the concentration of three cultural centres at Pla-

ce des Arts, which FRAP refers to as a "white elephant".

A Leisure and Culture Service would be responsible for Terre des Hommes, the Park Service, the Arts Council and the public libraries, and would consist of administrators from City Hall and citizens from each Conseil de Quartier. The LCS would provide a bank of available personnel and materiel at the disposal of the citizens.

Among projects envisioned are the creation of a "creativity and expression" group working on the level of the quarters and the establishment of a closed circuit television network in cooperation with Radio Quebec and the school system of the Island of Montreal. Through this medium the population could benefit from audio-visual experiences tried by citizens of different quarters.

Terre des Hommes could become what FRAP calls a "popular university", with its pavilions devoted to popular education and cultural animation. St. Helen's Island and Lac des Regattes would be open free all year, the latter for outdoor activities.

One part of la Ronde would become a Youth Centre, administered by the youth. The allocation of the sales tax for Conseil des Arts would be raised from one to two percent, and the Conseil would sponsor amateur troupes in the quarters. Quebec productions would be favoured and the amusement tax abolished for local troupes.

Caucus will ponder new national Student Union

WINNIPEG (CUP) — The establishment of a new national student union will be one of the topics under discussion when student union presidents meet in a special caucus meeting in Winnipeg, beginning Oct. 30.

The caucus is being arranged by Israel Lyon, President of the University of Manitoba Students' Union, prior to the annual meeting of the Association of Universities and Colleges in Canada on Nov. 2.

Lyon sent invitations to the Student Union Presidents of all Canadian Universities two weeks ago. Among the topics he suggested for discussion were employment, tuition fees, the role of student unions, drug laws and tactics for the AUCC meeting.

"We are interested in the idea of a political union," Lyon said. "We want the whole thing discussed".

Lyon also said that some student unions in the western provinces had already expressed their interest in re-establishing such a union.

The unions which have already indicated their intention to attend the caucus at the university of Manitoba are: Queens, University of Saskatchewan at Regina, Waterloo Lutheran, University of Western Ontario, St. Thomas University, Acadia, Trent, and Glendon College.

The travelling expenses for the presidents would be paid by their university administrations because they would be coming as delegates or observers to the AUCC meeting.

Library tours

In order to familiarize McGill students with the entire library complex, the staff of the McLennan, Redpath, Blackader and Blacker-wood libraries will be holding an Open House today, from 9 am to 10 pm.

Guided tours will be given of the reserve section, the stacks, the circulation desks, the audio-visual room, the microfilm facilities and the multi-purpose room. Students will be able to browse through the Rare Book Department and the Lane Foundation at certain hours during the day.

Highlights of the tours include a colourful slide show describing the new Redpath library, which will be shown every hour on the half-hour, and eight "talking chairs". These chairs, last seen at the Australian pavilion at Expo '67, will explain to the listener the various library facilities.

The emphasis this year is on individual exploration. Students are encouraged to wander around the libraries, unrestricted by regimented guides.

Coffee will be served and librarians will be on hand to answer questions. The Kelly girls might even smile at you.

Encounter groups

People today are no longer really communicating with each other.

That's the conclusion that Mr. Walter Goose of the Pastoral Counselling Service has come to.

And to help students to get rid of artificially-created barriers, he has organized a series of encounter groups beginning in a few weeks, which will aim at creating understanding and compassion among their participants.

The encounter groups will begin by using some of the sensitivity-training techniques developed by the Esalen Institute, but later they hope to use verbal as well as physical means of communication.

The groups will consist of approximately 10 people and a leader with previous experience in encounter groups. During the year they'll exploit the safety of the group situation to overcome the socially-induced barriers that keep people from relating honestly to others and to themselves. Participants will also try to develop feelings of kinship and warmth within the group.

Those interested in joining the groups should contact Mr. Goose at 392-5890.

ACHTUNG!!!

Daily foto-staff will attend a compulsory meeting at 1 PM Thursday Oct. 8 in the comfort of the Daily "Stalag" darkroom.

CURRICULUM REVIEW COMMISSION

The next meeting of the Curriculum Review Commission will be held on FRIDAY, OCTOBER 9th, 1970, at 3:30 PM in DAWSON HALL, ROOM 207.

C. E. Gordon,
Chairman,
Curriculum Review Commission.

NOTICE TO THE UNIVERSITY COMMUNITY

The University is engaged in a review of its operating budget and of its whole structure and operation, in both the short and the long term. Individuals and groups in the University are invited to submit written opinions about these matters to the Principal. All such submissions will be considered seriously; they should preferably be short, well reasoned, and practical. Submissions concerning the immediate review of the task force proposals for reducing expenditures should reach the Principal within a few days. Great formality of presentation is not required. Address submissions to:

The Principal,
Administration Building
McGill University.

DIVINITY HALL CHAPEL

The Chapel in Divinity Hall of the Faculty of Religious Studies, 3520 University Street, is a Christian sanctuary.

But it is open daily to any member of the University who wishes to use it for quiet, meditation or prayer. Organisations wishing to hold meetings in the Chapel should consult the Dean of Religious Studies.

A celebration of the Christian Eucharist is held at 12 noon each Tuesday during Term (beginning October 6, 1970). It is an "Open Communion".

GEORGE JOHNSTON

REWARD

A fifty dollar reward is being offered for info leading to the return of a large sum of money, which was stolen from Frank Costi's office Tuesday pm between 2 & 5 pm.

Folk eucharist at Back Door

A "Folk Eucharist" had its debut at the Back Door coffee house last and its appeal as a viable alternative to formal services is still very much in doubt.

The small gathering, or congregation, of approximately 25 people reacted to the mass in such a nondescript way that while almost everyone liked the new form of worship, any degree of enthusiasm in their response was not in evidence.

It was the clean-cut, all-American type of under 30 crowd that turned out for the mass, rather than the more radical, non-silent minority with which most people associate the new cult.

The liturgy, led by Anglican Minister Roger Balk, who is affiliated with McGill, consisted of a medley of "relevant songs", a modern prayer, and a return to an older, more traditional form of worship and communion.

The two folksingers, taking most their material from local writers, sang of such modern-day problems as "The Dance-Hall Girls." The participants, self-conscious, are, as mentioned earlier, quite unresponsive to a program which begged for audience involvement.

Balk, wearing traditional mass vestments, followed the performance with prayers dealing with current problems such as Vietnam, peace negotiations and campus riots, explaining that this is what Jesus would be talking about if he were living today.

He then switched to a rhetoric of tradition — "Christ's death... resurrection... ascension... the Holy Ghost." In order to instill a greater feeling of community amongst the worshippers, the communion was conducted in a closely-knit body.

Questioned as to the future growth of the cult, Balk refrained from hazing any predictions, but did note that, contrary to belief, the folk mass would appeal almost totally to the young. The average age at his masses held during the summer was 45.

Commenting on the apparent contradictions of the modern format and the hard core of religious tradition found in the folk mass, Balk said that the new congregations were basically just as religious as the old, but that the emphasis in worship was now on greater involvement, a "dialogue", in his words.

CHANGE OF COURSE

Change of Course Forms for students in the Faculty of Arts and Science will be available in Room 109 and 111 Dawson Hall from Monday, October 5th to Wednesday October 14th, 1970. Please read the instructions concerning the change of course regulations as published on page 13 of the Faculty of Arts and Science Announcement.

Comment: The ecology crisis, scientific thinking and Maoist tactics

Hence, any idea which is claimed to have been derived scientifically will be testable as to its accuracy. In most cases theories and ideas spring from original bits of data collected by specialists and reported in professional journals in little packages of communication. Most students at McGill, in one way or another, would be able to get at most of the original information that has led to the declaration of an environmental crisis. The interpretation of much of the original data is open to argument. However, in many instances one needs little specialized knowledge to assess the original papers. If I tell you that 20 parts per billion DDT in sea water has been found to reduce photosynthesis of all of the four common species of marine phytoplanktonic organisms tested, on the average by a factor of 50% (Wurster, Science: vol. 159, no. 3822, pp. 1474-1475, 1968), how much interpretation need I add? Then somebody else comes along and calculates how many years it would take at the present rate of contamination to reach that concentration in the world ocean. I can put two and two together. So can you. There are perfectly objective ways of determining if an argument is good or bad. Logic should be entirely independent of the political tint of its user. Given the same set of rules and premises, a Social Darwinist and a Trotskyist should reach the same conclusion. I will not be presumptuous enough to merely assure the gentlemen of dissent that the environmental problems Dr. Commoner was talking about are real in every sense of the word. I will do better than that. I will offer other references, hundreds of them, to anybody willing to go to the original data and interpret and synthesize the available information to his own satisfaction.

It will be argued, quite legitimately, that the process of evaluation operates on a time lag basis. Accurate interpretation of a set of data may take a long time, and the conclusions will be subject to constant modification and refinement. This makes the process susceptible to interference by those who have a vested interest in the matter. For how long can "truth" be suppressed? I will give you two examples of the eventual triumph of common sense.

Have you ever heard of Lysenko? He was a pioneer Russian geneticist who proposed, on the basis of experiments that could never be repeated, that acquired traits are inheritable. (Geneticists will forgive me for the oversimplification.) This theory became official in the U.S.S.R. since it was a very convenient "scientific" substantiation

of the argument that good communists beget good communists. The state upheld this view up until recent years, despite solid experimental evidence to the contrary. After Lysenko died, however, with increased pressure from the contemporary Russian geneticists, the state withdrew its support and Lysenkoist evolution fell into disfavour.

Can the validity of a scientific hypothesis or opinion be tested? In other words, how can you tell if it is a lie or not?

The question is perhaps pertinent to the happenings of October 1st in Leacock 132. Dr. Barry Commoner who came to McGill to give a talk entitled "Chemistry and the Environmental Crisis" was picketed by members of some left wing organization(s) generally believed to be of Maoist leanings.

The main objection of the intruders to the lecture appeared to be that all this noise about pollution was a plot to lead the attention of the people away from real problems, such as imperialism.

There were several interruptions and in most cases the intruders were forcibly ejected from the auditorium. Then the police arrived, and so on. It was very painful to watch.

What disturbed me most was the fact that the counter opinion was presented so ineloquently. In his second grand entry, Devinder Garewal, who is one of the Maoist leaders, walked all the way to the podium shouting, "lies, lies, lies!". When challenged by Dr. Commoner to "name one", all he could manage was a repetition of the same monosyllable.

The leaflet that appeared prior to the lecture was pitifully written with a string of unsubstantiated, unqualified unsupported accusations in no (to me) perceptible logical sequence.

The essential difficulty appears to be this: somebody says "A", and somebody else says "not A". How do you go about resolving that? This is a problem for science. How does it work? I will quote to you G. E. Hutchinson's (The Enchanted Voyage, 1962, p. 37) summary of the main theme of the book, Scientific Explanation.

"... a scientific system as consisting of a hierarchy of hypotheses or general statements, the lower members being logically derivable from the higher. Some of the lowest members can be tested empirically, which means that particular instances of low-level hypotheses may be

shown empirically to be untrue. If this is done, the system as it stands is known to be untrue, though in any well-developed science it is usually possible to alter part of the higher-level hypotheses so that the testable lower level hypotheses are not found to be untrue. A valid system is one in which falsification has not up to the present been possible."

The second example is closer to home. Rachel Carson's Silent Spring (1962) was really the first major attempt to direct attention to environmental problems. The book was a huge success and became a best seller. It was, of necessity, incomplete, and there were loopholes in some of her arguments. Nevertheless, subsequent research showed Carson to be correct on several counts where her conclusions had been on inadequate data. Since parts of Carson's book contained incriminating comments on pesticides and herbicides, she was viciously attacked, sued, insulted and generally harassed by segments of the chemical industry up until her death. A case history of her struggle with chemical companies, relating to the sale of herbicides for roadside "weed" control, is summarized by Egler (Bio-Science; vol. 14, pp. 29-36). Carson's book has so far survived the test of time. In fact we now have overwhelming evidence for some of the issues she had pointed out with uncanny intuition, (see Silent Spring, by Frank Graham, Jr., 1970). At the time she was called a liar by some; it is poetic justice that McGill Maoists find themselves in the same leaky boat with some of the most irresponsible capitalists!

Fikret Berkes

Fikret Berkes is a PhD student in the Marine Sciences Center.

MCGILL DAILY

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Letters

Economics: a plea for rational democracy

Sir;

There is a general malaise in the Department of Economics. The events of Friday, October the 2nd, 1970, where a sizeable group of students, graduates and undergraduates, walked in on a departmental meeting, were not organiz-

ed by what people would refer to as sick radical minds.

Economics students have traditionally been apolitical. In order that their energies be galvanised to produce such action, an overwhelming motivation was needed. The ad-hoc committee, which imposed its presence at the meeting, demanded a right that has been denied to the students so far. In short, they demanded full participation rights and equal voting representation at all levels of department decision-making bodies. Even though the newly appointed chairman of

the Department is quite willing to listen to the various parties' opinions on the issue at stake, and interested in trying to find solutions, there is a group of die-hard conservatives among the Faculty, which systematically refuses to even agree in principle on the usefulness of student participation.

The ad-hoc committee of students has acted because its members, as well as other concerned students in Economics, have realized the progressive disintegration of the quality of education the Department offers. In a folk-

loric grammar school manner, economics students had so far talked only amongst themselves about the farce that some courses were, or about the strikingly poor teaching that some faculty members offered.

For mysterious reasons, new blood is only permitted to flow in from the scholarly community by the milligram. An entrenched group of faculty members, hoping that nobody will rock the boat, apparently does not wish the academic standards to be upgraded; competition with incoming scholars might constitute a po-

tential threat to a precarious power structure. A large pool of excellent young Canadian economists exists and these academics are looking for jobs. How is it that the Department has not hired one single new Canadian graduate on a full-time basis over the past few years?

We feel that participation and representation by the students is the only way that this department can be prevented from academic disintegration and scholarly oblivion.

The Ad-hoc Committee of Economics students

Lean and Hungry

George Kopp



Skinner on Walden Two and Politics

interview by james de wilde
compiled by brenda macdonald
photos by david leach

DAILY: First of all, Professor Skinner, how would you, using your model of man explain such phenomena as radical and revolutionary political action?

SKINNER: Well that's a pretty big order. I have myself been recently concerned with what is involved in the literature of freedom. There have been various things which have been written and proposed in the name of freedom. I think you can reduce them to some fairly fundamental behaviouristic principles. You try to free yourself from aversive unpleasant stimuli in general and then, when these are used by people to control you, you react in appropriate ways; you can either just move away from these people, escape, or you can attack them, and, by attacking them, reduce the extent to which they are imposing punitive measures on you. And I think that the whole struggle for freedom has been the struggle of the individual to oppose the controls exerted on him by other people.

DAILY: So the whole notion of human will or the control of one's destiny doesn't enter into this at all?

SKINNER: I think the whole mistake we are making today is to suppose that there is, somehow or other, some internal decision-making force or agent inside the individual.

It's the environment that makes all the difference. At one stage in the evolution of our present culture it was very important to strengthen the individual against despots and tyranny and you had to convince him that he was important. And it was his consent which permitted people to govern him. Or, as Marx pointed out, it is the worker who produces the capital, the very gains which the capitalist uses to pay him. In other words, it is very important to build up the individual, but that doesn't mean that in any sense he is a determiner of his own destiny. He has been influenced by the people who have been persuading him to do this.

I believe that right now we have overdone the individual as a goal. We have looked for the immediate gratification that the individual finds powerful and so on. We object to the control exerted by other people and this is part of the struggle for freedom. But after all, culture is just a way in which other people control the individual. Also the teacher controls the student and the government controls the citizen and religion controls the communicants and the economic system controls those who work and produce. While these will always have objectionable sides to them, they are also terribly important.

The individual alone would amount to nothing — he would be like those wolf children raised by no human beings at all, and in throwing out the kinds of control that we object to, we tend to make the mistake of throwing out valuable forms of control also.

DAILY: How can we derive a philosophy of ethics from this model of man?

SKINNER: We're not talking about some innate virtue. In the individual we're talking about a virtuous culture

which induces a person to behave well in respect to his fellow man, to produce the things the culture needs, within measure and so on, ... they're all overdone from time to time.

Industry produces eager beavers, who wear themselves out in the name of productivity. It produces heroes that sacrifice their own lives for causes they don't really believe in. Those are examples of going too far.

DAILY: If I may just shift tacks here, it seems to me that often you are concerned mostly with technique, with a means towards the implementation of these things rather than the goal itself. We leave the goals rather loosely defined. In yesterday's lecture you said that the technology of behavior can make education more effective. We're dealing with efficiency, with technique, and technology, but towards what end, towards what eventual goal?

SKINNER: Well as I said yesterday too I was not able in the brief time to take up the mention of value and value judgements. I think it is a question that can be answered from a scientific point of view. I don't know of any special wisdom which others have that scientists do not have in arriving at answers to those questions. I think our basic values are built into us because of our genetic endowment but society creates other values based on them such as a concern for justice, security, wisdom, health, wealth and so on, which have become very important because... these are values that are derived eventually from the genetic endowment of man, I think.

But even so, that is not necessarily enough to permit you to specify the 'good life'. I fall back on survival ethics here; just as I think what is good for man genetically is what permits him to adjust to whatever environment he is going to encounter, so I think what is good for a culture is to be able to meet the emergencies which it will encounter too. I believe it can be demonstrated that the net effect of the culture is to bring into play more and more of the remote consequences of human behavior. This is a very important point... remote consequences. We have begun to understand how the remoter effects of what a person does can be brought to bear in determining his behavior.

I assume that if all of the consequences of what people do can be brought to bear on behavior the behavior will then take the form which is most likely to promote its own survival and therefore its own good.

DAILY: Again we're shifting tacks. I'd like you to make a comparison between your own novel *Walden Two* and another novel dealing with utopias and that's *Brave New World*. Particularly in their dealing with the subject of happiness. Because *Brave New World* I think we can agree is a world in which everybody is happy. If they're not happy they can have soma and they can go along those lines. *Walden Two* is also a world in which everybody is happy if they follow a certain prescribed pattern. Frazier can offer guidelines based on behavioral engineering. Something seems to be missing in both worlds to me personally and I think to many other people and I think this is where the controversy lies. How would you describe the differences between the concept of having this in Huxley's novel and your own?



"I don't think that happiness is the thing to work for. I think it's the survival of the culture which is crucial here.

Skinner: Huxley, of course, is contemptuous of happiness. His hero didn't want happiness. He sought to torture himself — actually to make himself unhappy and people have objected to *Walden Two* on the grounds that people are too happy there. I don't object to happiness, but I don't take it as a goal. I think that, in general, happy people are more likely to be working for their own good, but on the other hand, you can very much overdo it, once society goes in for nothing but happiness, and they ignore all the important things. I don't think that happiness is the thing to work for. I think it's the survival of the culture which is crucial here. But, in general, I think that happiness is a step in that direction. I think happy people are more likely to support the culture they're in rather than deflect from it. They're more likely to work energetically without conflicts. It's a mediating good but not the terminal good.

DAILY: Is it possible to play down negative passions without simultaneously playing down the positive ones?

SKINNER: No. Not in a sense that pleasure is simply the absence of pain and that you must be exceptionally unhappy in order to be happy and there are certain kinds of happiness — the euphoria of escape from a great threat for example, that you can't experience without a great threat. But I don't like a kind of civilization where people are tormented all their lives, and with some moments of great release. I don't think that's a good pattern at all.

DAILY: You have rejected political action which puts you into some very interesting company I think — people like Norman O'Brien. But what are the means of implementing this kind of society? Do we elect a behaviorist as the president of the United States? Or what means of action do we use for the realization of this kind of a society — of a *Walden Two*?

SKINNER: I would like to see political action improved. I wish people who make decisions in high places understood something about human behavior. But meanwhile, I think that it is up to men of good will to demonstrate their good will and knowledge by taking advantage of the opportunity which I think we all have — to go off somewhere and work out a way of life and see whether it is what we want or not. We don't know what people need to be happy — we've got to find that out in communities and not in individual families. And I think that the challenge to those who want a better way of life is to give them a chance to go and build one. And there aren't many governments in the world that are going to give you that chance.

These are excerpts from a Daily interview with Harvard psychologist B.F. Skinner.

Skinner is the author of the utopian novel *Walden Two*.



"I think the whole mistake we are making today is to suppose that there is, somehow or other, some internal decision-making force or agent inside the individual."

Sweepstakes racket

'You pays your money and you takes your chances'

News feature by
Esmond Choueke

An analysis of various continent-wide sweepstakes promotions proves conclusively that your junk mail is junkier than you think.

Very rarely are the glossy station wagons and luxurious Hawaiian vacations given away. Instead, the companies which include sweepstakes literature to boost their sales will use various loopholes to legally withhold 70% to 90% of prizes that they offer.

For instance, in a \$500,000 sweepstakes to promote a home medical guide, a publisher awarded only 200 prizes out of the 3,000 offered. Sales resulting from the promotion topped \$400,000.

One of the common legal ploys to get out of awarding the total prizes offered is to require winners to return entry forms to claim a prize. Since only 20% to 30% of all recipients will return their entry forms, only 20% to 30% of the prizes offered will actually be given away.

Sweepstakes in themselves are legal. However, illegalities develop when a misrepresentation is made in the sweepstake literature.

Section 33 D of the Combines Investigation Act, prohibits the publication of untrue and deceptive advertising. It is up to the Trade Practices Branch of the Department of Consumer and Corporate Affairs to investigate these cases and prosecute offenders.

Sweepstakes promotions have been proven to generate many more sales than conventional mail advertising.

In an experiment to see just how important a sweepstake is, a private company sold a children's encyclopedia through the mail both with and without sweepstake literature.

The number of sets sold was six times greater in the sweepstake promotion!



Sometimes a sweepstake promotion will be made specifically to boost credit card usage. Under the guise of selling an electric blanket or other commodity, gas companies will include a sweepstake entry form that must be validated by a particular gas station.

Sales were increased by a quarter of a million dollars in such a promotion recently made to a million credit card holders.

One record company which runs a sweepstakes campaign 2 or 3 times a year has a com-

paratively high 30% return rate of entry forms. Each of their promotions yields about two million dollars worth of sales from three million mailings.

About \$75,000 is offered in prizes, one-third of which is actually awarded — a very minimal cost considering the sales revenue.

Allocating prizes by regions is a ploy used to generate more publicity in heavily-populated

areas than less-populated ones. For instance Ontario and Quebec will each be secretly allotted 3 grand prizes whereas the Maritime provinces will each be awarded only one.

This is an area in which the government is clamping down. If the company claims that "You can win one of 10 trips to Rome" it is clear that a Quebecer can only win one of three trips. Therefore the advertising is misleading and is probably illegal.

It has even happened that contests were continued in regions

that has already been awarded all the prizes they would ever receive. It was totally meaningless to send in entry forms, yet consumers were led to believe they were potential winners.

Another phony claim used is seen in the contests telling entrants to "check the winning number list against your own six lucky numbers to see if you qualify for a prize."

Invariably, you qualify for something or other. However several of the six lucky numbers are fabricated just to make it appear that there is some type of contest and you really are a winner. These numbers therefore cannot be "lucky", hence a misleading statement was made.

The cases already mentioned do not include outright frauds. Sales tactics such as "bait-and-switch" techniques commonly use sweepstakes promotions to lure prospective customers into stores. This type of salesmanship is quite common in the rural areas of Canada.

A popular sewing machine promotion stunt is to send out letters telling every recipient that they have just won a \$69.95 sewing machine.

When winners try to collect their prizes from the store, they are invariably shown very cheap machines and then told that none are in stock anyway.

But the customer is then given a hard sales pitch for a more expensive machine.

He will be given a discount on a machine which a salesman claims is worth \$159.95 — which in

truth is only worth about \$50 and not the \$90 the customer ends up paying.

A variation on these lines is to have winners pay \$15.95 for five years as a service charge. Post-dated cheques are made out for a total of \$80.00 for a machine worth about half of that.

These stores only last a month or two. The town's police force, or the RCMP will investigate complaints customers make about the fraud. The owner will skip town and turn up a few months later in an area a thousand miles away.

So, even when a sweepstakes operation is clearly illegal, it usually takes quite a long time to have it stopped.

At its own pace, the Government is starting to bring cases of misleading advertising made in sweepstake promotions to court. The Minister of the Department of Consumer and Corporate Affairs, the Honourable Ron Basford, hopes soon to see sweepstakes done away with altogether.

Companies are sensing this and are hard at work to try and find an alternate and equally successful method of mail promotion.

ROUGH SUMMER?

Selling Canada Savings Bonds is Easy and Pays Well. Campaign ends Mid November.

Contact:
Bob Lisser: 861-9811

CARS AVAILABLE

For Toronto, Maritime provinces, Western Canada and Florida. Driver must be 21 or over and have current driver's license. Call Montreal Driveaway Service Ltd. 4018 St. Catherine St. W. Tel.: 937-2816.

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SPECIAL STUDENT PURCHASE PLAN

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Who the hell are You?

To start with, you could be one of a thousand or so guys fresh out of high school, wandering around campus feeling a bit out of it.

Nobody here knows anything about you or your ideas. Nobody here knows what you have to offer. Do you?

It's tough, we know.

Who the hell are we? We're a bunch of guys that belong to McGill fraternities. We know how you feel because we've been there. And each of us found something great in fraternity life.

Joining a fraternity isn't the only way to sort yourself out. It isn't the only way to create lasting friendships. But it could be your way.

Come and talk to us on Activities Night, Thursday, October 8th

COMMUNITY MCGILL

Volunteer Program

First Meeting: L219
Thurs. Oct. 8, 1-2 P.M.

Speaker - Dr. J. R. Unwin

*Director, Youth Service -
Allan Memorial Institute

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Fake snake and fake
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110 Sparks St. Mall (Ottawa)

Davey commission

Media report leaked

OTTAWA (CUP) — Two principal proposals that the Davey Commission on mass media will recommend next month will be the cancellation of special privileges for Time and Reader's Digest, and the establishment of a capital loan fund for Canadian publishing enterprises, according to the Last Post.

The magazine, printed and produced in Montreal by a collective of radical journalists, says it has learned that the two recommendations form a principal part of the committee's still secret report.

The report is scheduled to be released in about a month.

Here is what the magazine has to say about the Davey Committee report:

"The Davey Committee recommends the cancellation of the special privileges of Time and Reader's Digest in Canada.

"Although Davey has personally been pressing for an immediate cancellation, other committee members have pres-

sured for cancelling the privileges in five years only. It is still uncertain which formula will emerge.

"The Committee recommends the setting up of a body which would judge that this or that publishing venture is professionally viable and competently administered, and approve a loan equal to the amount the publishing venture has been able to raise by itself from private interests.

The Last Post, a magazine that started publishing about a year ago, says that while the two recommendations form a principal

part of the report, the financial support proposal is the chief one.

"The report argues that Canada's publishing industry is as essential to the country's survival as its broadcasting system, and as worthy of support as its film industry," the magazine says.

A spokesman for the commission said no comment will be made on the Last Post story at this time.

"Senator Davey has said that he will neither confirm nor deny the report," the spokesman said.

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beginners and intermediates

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HILLEL PRESENTS

Lunchtime Speaker Forum

PROFESSOR PAUL NOBLE

Department of
Political Science
at McGill

"NASSER'S DEATH":

What effect on Middle East
situation?

Wednesday Oct. 7 1 p.m.
Hillel House 3460 Stanley

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Students: Present this
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GUARANTEED TO SATISFY YOUR HUNGER

FOR ONLY \$1.00

WITH THIS COUPON
YOU GET EITHER ONE OF:

SPECIAL # 1

CIRCUS HOT DOG: 2 jumbo all beef
frankfurters intoasted buns. They are delicious
- try them.

- Golden brown onion rings - Circus Style.
- Coke or Fanta Orange.

Reg. \$1.46

SPECIAL # 2

SOUTHERN FRIED CHICKEN - It's delicious... 1/4 (Breast or Leg) of fresh chicken, dipped in a CIRCUS special rich egg batter, breaded and fried to a crisp, golden brown... served with French Fries, creamy Cole Slaw, Honey.

- Coke or Fanta Orange

Reg. \$1.46

THIS IS NO MONKEY BUSINESS!!!

1177 St. Catherine St. W. (Bet. Stanley and Drummond)

(Offer for McGill Students only)

VALID TILL
OCT. 11



"GOOD START"

BEST OF TWO WORLDS: This past Saturday, the Athletics department held a luncheon in honour of McGill athletes who have competed in international events from 1908-1970. The luncheon was attended by McGill's 'oldest' former Olympian, George Hodgson (right), who set a record-breaking performance at the 1912 Stockholm Olympics. Also present were Dave Johnson and John Hawes (left) who competed for McGill at the World Student Games in Turin, Italy this summer.



(Continued from page 1)

Bill 8...

the specialists to the third problem of remuneration.

"Even if the government agreed to a payment scheme which we found acceptable now, who is to say that they wouldn't change their

minds six months from now and cut our salaries in order to fit their budget," Lindsay asked.

He did not explain how the government's organizational plan would give control of salaries and fees to government representatives.

"What is important for us," said

Dr. Lindsay, "is that the liberty of the doctors to choose their patients and the liberty of the patients to choose their doctors be guaranteed."

"We are fighting this issue for the people of this province."

Mini-Market

These ads may be placed in the advertising office at the University Centre from 10 am to 4 pm. Ads received by noon appear the following day. Rates: 3 consecutive insertions - \$2.00; maximum 20 words. 10¢ per extra word.

FORSALE

MR. TYPEWRITER HAS EVERYTHING in typewriters. Portable electrics from \$129. manuals from \$35. rentals from \$5. Free delivery. repairs. **STUDENT DISCOUNTS:** 4910 Sherbrooke W. 487-5551.

LABCOATS available in McIntyre bldg. Room 129. All sizes including ladies. Open 8:30 AM - 4:30 PM.

FURNITURE FOR SALE - Kitchen, living room, bedroom. Includes bed, dresser, sofa, armchair, kitchen set, rug, lamps etc. \$150. Mia or Nancy 849-4069.

VOLKSWAGEN 1962 - very good condition. 42,000 original miles, radio, carpets light green, lady driver. Call 747-0284. Asking \$300.

TWO V/W MAGS with new belted snow tires - \$50.00. Rebuilt engine - 289 with 4 SPD transmission - \$250.00 - after 6, 255-4234.

ARIA CLASSICAL GUITAR, perfect condition, case-strap and cap included. Will take best offer. Phone Joanne 488-0520.

VAUXHALL VIVA - Excellent condition. 1968, 8200 miles, reasonable price, call 486-4462.

1ST YEAR CHEM. Math & Physics. 2nd year Soc. Math & Psych. 3rd Year Soc. 309a Books. Contact Frank 727-2065.

1945 OLDSMOBILE E-dynamite 88-Radio, Boxy Fair. Good mechanical condition. 425 cc. Ins. Engine. \$700 or best offer. Terry 761-5331.

HOUSING

SUBLET 1 1/2, Nov. 1 to Aug. 31. Durocher. Heated, laundry facilities. Will provide furniture. \$85 per month. 844-8381. Evenings.

LARGE ATTRACTIVE HIGH-RISE apartment to sublet. Milton and St. Famille. 3 1/2. \$145. Will reduce. Phone evenings. Paul 844-5331.

LMR 3556 \$15.00 and \$18.00. Sink, stove, fridge, linen. Apartments 3 1/2. \$130. 4 1/2. \$140.00. furnished, taxes paid, heated, hot water. 849-4887.

SUBLET 3 1/2 ROCKHILL APT. to mature couple. Fully furnished, storage, recreation. Nov-May. \$200 monthly. Call 733-9581.

BLEURY NEAR SHERBROOKE 2 bedrooms in large flat \$100 a month for 4 kids. Call Rick 731-4966 or AM 842-6929.

1 MONTH TO SHARE SPACIOUS 3 1/2 near McGill. Old fashioned tub. Private unfurnished room. Big enough for two Dave 844-4936.

FEMALE WANTED TO SHARE NICE APT. very near McGill. Own Room. \$60 monthly. Phone 843-3886.

ROOM AND FULL BOARD: \$20/week. Enjoy a French atmosphere. 1415 Pine Ave., 288-1114.

SUBLET: 2 1/2 LARGE, bright, high ceilings, heated, water tax paid, lease ends May 31. Sherbrooke W. Facing McGill. 487-4659.

APARTMENT TO SUBLET. LORNE CREST. 5 1/2 rooms. Heated equipped \$150 immediate occupancy. Phone 845-9317.

PENTHOUSE, beautiful view 19th floor, sun deck. Carpet from Wall to Wall. \$155.00. 105 Milton.

MISCELLANEOUS

STUDENTS-EUROPE FOR CHRISTMAS Easter or Summer? Employment opportunities, economic flights, discounts. Write for information (air mail). Anglo America Association. 603 Pyle Street, Newport I. W. England.

CREATIVE MUSICIANSHIP COURSE: IMPROVISATION TECHNIQUE, development of the capacity for unlimited SOLO PERFORMANCE CREATIVE AND STYLISTIC UTILIZATION OF ALL CHORDS including alterations, extensions and substitutions. INDIVIDUAL INSTRUCTION OF ALL INSTRUMENTS. Call 932-6513.

A FUNNY THING HAPPENED ON THE WAY TO THE FORUM, with Phil Silvers and Zero Motel. Wednesday October 7 at 6:00 and 8:30 in Leacock 132.

MOC CANOE TRIP TO LAVERENDRYE PARK. Oct. 9-12. Everyone welcome, cars needed. Call Brenda (288-3078) between 5-8.

THE HEART IS A LONELY HUNTER WITH ALAN ARKIN. Sunday, October 11. 7 and 9 PM. 3925 University Street. Admission \$1.

FOLK MASS AT THE BACK DOOR. 985 Sherbrooke W., Sunday Oct. 11, 5:00 P.M. Followed by informal get-together. Canterbury, Anglican Chaplaincy.

ATTENTION: COMMERCE STUDENTS WILL BUY CLEWETT. Cases in Marketing Strategy and Mathews, Marketing. Charles 843-4486. 5-6 PM.

FLIGHT TO U.K. \$170 depart Dec. 20th. Return Jan. 12th for members of McGill University. 739-3128. 849-2576. 3528 Hutchison, apt. 39.

DROP INTO 5172 QUEEN MARY on your way to the bus stop 5166. Extra new ladies knits (sweaters and midi outfits) at half price.

MARRIED STUDENTS: The McGill Dames Society invites wives of Graduate Students (and Graduate students who are wives) to a reception at 8PM on Wednesday October 7th at Royal Victoria College.

MOC. LAKE GEORGE-LOCA trip. Oct. 10-12, canoeing, beginners welcome-cars needed. For information phone Lillian 288-3078.

BARTENDING COURSE Evenings Oct. 5-Oct. 12. Cost \$10.00 must register now. MSEA 1015 Sherbrooke W. 392-5094.

VOLUNTEERS NEEDED FOR EXPERIMENTAL DAY CARE CENTRE. For information call Debbie at 486-5241 after 7 PM weekdays and all day weekends.

2500 PH.D.'s (in underwater basket-weaving) have reported that Judo is not only great exercise, but may aid in Longevity (ever hear of a blackbelt being mugged?). Sign up activities nite: for information try to call Geof 288-7780.

BEEN HAVING TROUBLE WITH YOUR UKI-GOSHI? See a Doctor, get plenty of rest, and join the judo club-activities nite-for info, phone Geof 288-7780.

FOOTBALL BUS TO KINGSTON. Sat. Oct. 10. Engineers \$5.00; others \$6.00. See Brian Savidant in E.U.S. office (McConnell Bldg.) before noon Thursday.

WANT TO TAKE A LOOK AT YOURSELF YOUR RELATIONSHIP WITH OTHERS? Participate in an encounter group. For more information phone 392-5890 (3521 Counselling Service).

NEED TUTORING IN ENGLISH? Call Tom Konyves 737-4857. Guaranteed results.

RIDES

CARS FOR DELIVERY. To Western Canada, U.S.A., Maritimes and Toronto. Western Drive Away 932-6151. 1225 St. Marc. Suite 1204.

NEED A LIFT WEST ON 401 THANKSGIVING? I need someone to share expenses and driving. Call Murray 484-4924, DDS 11.

RIDE URGENTLY NEEDED TO TORONTO. Friday October 9 will gladly share expenses. Call Heather 487-3655 or 487-4747 (leave message).

NEED DRIVER ONEWAY TO EDMONTON leaving 12 Oct. Morning. Contact Gilles Desjardins 389-3268.

MCGILL STUDENT LOOKING FOR RIDE TO TORONTO on Friday October 9. Share gas costs. Phone Tricia at 843-6349.

RIDE TO TORONTO - Friday 9th. Must leave after 9 pm will share expenses etc. Please Call Margaret Burnett 849-0120.

TYPING

HOUSEBOUND HOUSEWIFE requires typing at home. Please phone 937-2662.

EXPERIENCED STENOGRAPHER will type books, manuscripts, essays. Electric typewriter. 731-9988.

COMPETENT STENOGRAPHER SEEKS TYPING assignments to be delivered to and picked up from Snowdon area home. Phone 486-2246.

COMPLETE TYPING SERVICE. English and French. Fast. Accurate. Reasonable. Student Work-Also manuscripts, letters. Call 482-5250 until 9:30 PM.

WANTED

BYCICLEWANTED second-hand bike needed. Also, Wide brim suede hats for sale. 3475 St. Urbain, apt. 1202. 844-8243 Howard.

Girl with **CUTE FEET** apply 600Milton.

Student to **TRANSLATE FINNISH INTO ENGLISH.** Call 632-5545.

WANTED: CANOES. MOC wants to buy 2, in reasonable condition. Phone Steve: 722-1959 if you have information.

STUDENT ENROLLED IN MATH 217 and/or Biochemistry 452a and/or biochemistry 453b, to take notes. Pay good. Phone 844-5128.

ELECTRIC BASSIST for newly formed versatile group. Must be willing to expend some practice time. Call 843-4010.

WANTED UPPER YEAR FINE ARTS student with good sense of humor to participate in self-expression. Must be good with paint brush. 844-7287.

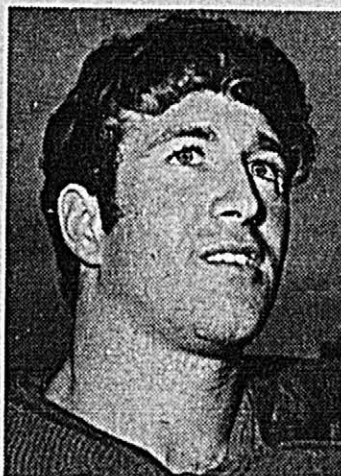
Sports Profile with *Betsy Hall* **Peter Bender**

Last Saturday, the Redmen came two points closer to winning the Yates Cup as Peter Bender continued to have what could be the best season of his career. Peter's effort netted the team 18 points in their win against McMaster, gaining 196 yards in pass receptions and returning one punt 64 yards for a spectacular touchdown.

Peter is one of the smaller players on the team, weighing only 165 pounds. He spent his high school years at Malcolm Campbell in Montreal, and started his football career playing for the North Shore while he studied Phys. Ed. out at Mac. In his first year on the McGill campus he was chosen rookie of the year and a league all-star. Peter is now in his second year studying for his Master's degree in Phys. Ed., and will probably be teaching that subject or geography next year.

Peter said that the offense did not keep control of the ball enough in Saturday's game and that the team was not at all satisfied with their performance.

The reason that the second half was a stalemate was because Mooney was experimenting with the flexibility of the team. About next Saturday's game at Queen's, Peter says "I know we can win-if we play up to our capabilities and play as a team."

**SKI TEAM MEETING**

All interested candidates for McGill's Alpine Ski team meet with Coach Boelen in the Currie Lecture hall at 1 pm, Oct. 9.



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